



Leadership: Signature Programs and Customized Training

EMPOWERING YOUTH. EFFECTING CHANGE.



LETTER FROM CRAIG AND MARC



Dear friends,

If you ask us, there’s no such thing as being too young to make a difference. We firmly believe that when given the opportunities, resources and guidance, young people have the power to change the world.

But when the two of us were starting out as young activists in our own schools and neighbourhoods, our teachers and parents had few leadership resources and opportunities to access for us. It was to fill this gap that we founded Me to We. Today, Me to We remains dedicated to providing you with tools to make leadership training easier.

We believe that with the proper mentorship and skills, all young people have the power to create positive social change. Through both our signature and customizable programs, we educate students on issues, equip them with leadership skills, and empower them to take positive actions in the world. Me to We’s Signature Leadership Programs use the themes of social justice education, volunteerism, inclusivity and Aboriginal culture and perspectives as a launching pad to develop students’ leadership capacity resulting in meaningful action plans to support their community and the world. Our Customized Leadership Trainings can be tailored for any age group, in any setting, in any country around the world, to provide youth with the skills, knowledge and confidence they need to become local and global change-makers. Each is unique, and each gives young people the kick-start they need to turn their passion into action.

Whether you’re a school board representative, conference organizer, community association representative, educator or simply an interested independent party, we invite you to learn more about the world of Me to We Leadership Programs in the following pages.

On behalf of our Me to We leadership facilitators and team, we look forward to collaborating with you on your youth engagement goals.

Be The Change,

Craig Kielburger
Co-Founder
Me to We

Marc Kielburger
Co-Founder
Me to We

THE ME TO WE DIFFERENCE

ME TO WE’S INNOVATIVE APPROACH TO YOUTH ENGAGEMENT

Me to We leadership training helps your school board, organization or group reach its goal in empowering youth – with long-term benefits. Our trainings help students grow into civically minded young people who are confident, articulate and self-aware global citizens. With newfound passion for evoking local and global change, your youth will grow as active, engaged contributors who give back to their schools, to their world and to you.

Whether a Signature Program or Customized Training, Me to We incorporates, through active experiential learning, the following program components designed to empower and inspire your students to action:

SOCIAL JUSTICE

After a focused examination of a social or environmental issues of particular interest, participants come away with heightened awareness, deepened empathy and a desire to take action.

UNPARALLELED LEADERSHIP DEVELOPMENT

Offering focus on your priorities, whether team building, nurturing skill development or examining social issues.

ACTION PLANNING

Ensuring our training extends beyond the scope of the session, bringing about long-term, tangible and measurable changes in participant behaviours.

LOCAL AND GLOBAL ISSUES FOCUS

Participants will increase their knowledge and awareness of local and global issues and will walk away passionate to create change, at home an overseas

SIGNATURE PROGRAMS

Unique programs focusing on issues that are a priority for today’s youth, educators and schools, including inclusivity, bullying, Aboriginal issues and global citizenship.

CUSTOMIZATION

Tailoring our programming for you, to give you a fully collaborative specialized leadership experience.



“A truly dynamic series of leadership programs that work both in and out of the classroom. They really know how to empower the kids and get them engaged in the world around them. Being involved in these programs has been an incredible experience.”

—Nancy Di Gregorio, Superintendent,
Hamilton Wentworth Catholic District School Board

OPTION #1: ME TO WE'S SIGNATURE LEADERSHIP PROGRAMS

YOUR SCHOOL'S PRIORITIES, YOUR TURN KEY SOLUTION

Me to We has established a selection of programs that focus on issues and topics that are priorities in today's school climate. Our longstanding and proven Signature Leadership Programs will empower your students to become leaders within their schools and communities. By working with a broad range of students and demographics, with programs specifically tailored to address their unique needs on an ongoing basis throughout the year, students are given the opportunity and support required to lead initiatives for social change, and inspire their peers.

Choose from Me to We's Signature Leadership Programs which cover a broad spectrum of topics including:

- civic engagement and volunteerism
- inclusivity training
- bullying awareness and prevention
- Aboriginal issues, cultures and perspectives

Me to We has worked with school board partners, including:



Toronto District School Board



Toronto Catholic District School Board



Northern Lights School Division



St. James Assiniboia School Division



Nanaimo-Ladysmith School District

- Halton Catholic District School Board
 - Halton District School Board
 - Hamilton Wentworth Catholic District School Board
 - Hamilton Wentworth District School Board
 - Near North District School Board
 - North Okanagan-Shuswap School District
 - Ottawa Catholic School Board
- Peterborough Victoria Northumberland and Clarington Catholic District School Board
 - River East Transcona School Division
 - Simcoe-Muskoka Catholic District School Board
 - Sooke School District
 - Trillium Lakelands District School Board
 - Wellington Catholic District School Board

SAFE SCHOOLS

Program #1: Stand Up!: Promoting a positive and inclusive school climate

Focusing on themes of inclusivity and prevention and response to bullying, the Stand Up! program promotes the development of relationships between students, educators and the community and a collaborative approach to building systematic cultural change in schools.

Outcomes:

- Promotion of a positive and inclusive school climate
- Tangible steps for prevention, recognition and reaction to bullying
- Creation of safe spaces within schools
- Increased connections amongst students and teachers, administration and Safe Schools Teams
- Empowered peer mentors for other students in the school
- The creation of a sustainable, school-focused action plan to support student safety and inclusion

Ideal for participants who:

- Have been identified as either a traditional or non-traditional leader and have a high level of social influence
- Are passionate about their school and community
- Would be a great mentor if provided the skills and opportunity to do so



Program #2: Power to Change: Practical steps towards positive leadership

Power to Change is a unique and intensive leadership retreat and development program designed for students with a history of relational aggressive behavior or who have been classified as “bullies”. The program is designed to empower these students to make positive life choices and realize their full potential as leaders to serve in their local and global communities.

Outcomes:

- Focus on patience and problem solving skills in positive and healthy ways
- Increased focus on positive communication
- Increased network of support for students
- Personal action plans focused on personal growth and development
- Greater understanding of positive and negative influences
- Self awareness around personal triggers and strength
- Skills around channelling leadership & how to use influence positively
- Exercised team building and cooperation

Ideal for participants who:

- Exclude others from social activities
- Exhibit a lack of empathy for others
- Have been identified as a social or physical ‘bully’
- Have a history of negative behaviour in a social setting



ABORIGINAL EDUCATION

Program #3: Sacred Circle: Leadership Development for Aboriginal students

The Sacred Circle program was developed in consultation with the Nanaimo-Ladysmith District (#68) Aboriginal Education Department and community Elders to create a dynamic youth leadership program for Aboriginal youth. The program uses the timeless Aboriginal principals of the Seven Teachings and the Medicine Wheel as a lens for Aboriginal youth to explore their potential as leaders, as well as their personal and cultural identity.

Outcomes:

- Encourage Aboriginal youth to explore their identity and increase self-confidence while developing leadership skills
- Promote social action as a means to learning and community betterment
- Connects participants with community Elders and mentors
- Create action plans to support positive cultural awareness

Ideal for participants who:

- Are passionate about their cultural heritage
- Want to build a meaningful connection to their community
- Would be a great ambassador for positive change given the opportunity



Program #4: Spirit of Canada: Learning our Aboriginal Traditions, Cultures and Perspective

The Spirit of Canada program focuses on educating youth on the history, traditions, and perspectives of Canada’s Aboriginal people. The goal of the program is to inspire young leaders to lead their own awareness campaigns and help them to develop tangible skills to confront and alleviate community issues faced by Canada’s Aboriginal communities. The program promotes diversity and inclusiveness in schools.

Outcomes:

- Deep understanding of Aboriginal history and issues
- Increased cultural perspective
- Leadership and advocacy skills
- Create action plans to support positive Aboriginal cultural awareness and diversity

Ideal for participants who:

- Are interested in advocacy and human rights
- Are passionate about history and cultural diversity
- Want a more in-depth knowledge of Aboriginal culture



TAKE ACTION

DISCOVERING THE LEADER WITHIN, THROUGH SOCIAL ACTIVISM

Program #5: Take Action: Empowering your students as global citizens

Established in 2002, the Take Action Program is Me to We’s flagship leadership development program. This dynamic program offers social issues education, leadership skill development and instils a sense of responsibility for community through its themes: issues, skills and action plans. The program encourages students to be involved in their communities through volunteering and social action, helping equip students to be successful in their graduation requirements.

Outcomes:

- Tangible leadership and life skills, including interpersonal communication, public speaking, organization, teamwork and time management
- Social issues education on local and global issues that responds to students’ passions and interests
- A school or community action plan aimed at creating positive social change

Ideal for participants who:

- Have an interest in social issues and volunteerism
- Could be leaders given the confidence
- Are looking to increase their involvement with their community

“I have been a participant of the Take Action program for the past 3 years; it has been a very impactful experience. It taught me various things that have developed me as a person. Most importantly, it showed me that helping others has its own rewards. Some of which don’t show immediately, but help you become a stronger person and benefit you throughout your life.”

—Khadija Waseem, grade 11 student at Georges Vanier Secondary School



OPTION #2: CUSTOMIZED TRAINING

YOUR LEADERSHIP GOALS, YOUR ONE-OF-A-KIND PROGRAM

No young leader or leadership group is the same. That’s why, in addition to our Signature Leadership Programs, Me to We offers fully customized leadership trainings to suit the needs of your program. With our long and varied experience working closely with schools and youth engagement organizations, Me to We has a solid understanding of the needs, challenges and potential of each one of our diverse clients.

- Trainings can be tailored for:**
- any length of time or number of days
 - groups of any size
 - any location in the world
 - participants of all ages
 - any cultural, economic, political and religious considerations

Here are just a few examples of customized programming developed in collaboration with partners around the world.

Client	Client’s Vision	Outcome
Peterborough Victoria Northumberland and Clarington Catholic District School Board	<ul style="list-style-type: none">• Give a networking opportunity to leaders from each student council in the region• Promote skills development in the company of fellow youth leaders	A one-day Leadership Training and Action Planning session at the Me to We Leadership Centre featuring an exclusive keynote speech from a Me to We bureau speaker.
Step Up to Leadership (community organization)	<ul style="list-style-type: none">• Foster a peer-to-peer network of young leaders from rural communities across Ontario• Bring leadership development to students who had not been exposed to it previously	<p>A two-and-a-half day Community Issues and Leadership Development program, focused on public speaking, effective communication and personal leadership styles.</p> <p>Client add-on: Me to We Style T-shirts and Me to We books</p>



“My favourite part of the training was learning to work as a team more effectively with my council members, and learning more about other councils. I am more aware of my strengths, weaknesses as a leader now.” —Eliane B, Participant, 16

Client	Client’s Vision	Outcome
Southridge Academy (independent school)	<ul style="list-style-type: none">• Expose and educate students to local issues in their community• Provide a heavy focus on service leadership and volunteering	A five-day Social Justice camp hosted at Southridge school, with an additional three days spent in facilitator-mentored volunteer placements across Vancouver and the surrounding area.
University of Nebraska, College of Public Health	<ul style="list-style-type: none">• Pinpoint issues and brainstorm solutions for Latino youth in Omaha facing obesity issues• Help students develop assertive communication skills• Encourage advocacy for change	A two day training customized to support UNMC’s Community Readiness Model. The program focused on developing an awareness of cultural and health and wellness issues in the Latino community, as well as equipping participants with the skill sets to take positive social action.
King Fahd University of Petroleum and Minerals, Saudi Arabia	<ul style="list-style-type: none">• Add a unique, hands-on experience to the university’s annual conference on volunteerism	A workshop focused on the three pillars of successful volunteerism, individual growth as volunteer managers, best volunteer management practices, team-building, goal setting and fostering a volunteer culture of loyalty, inspiration and personal passion.



“I got a better perspective on how fortunate we are to live in North America and how much help others need in other countries. I’m more passionate about issues I didn’t even have an opinion on before. I want to help change things.”

—Andie V., Participant, 17

OUR UNIQUE ACTION PLANNING COMPONENT

FOSTERING TANGIBLE, MEASURABLE AND LONG-TERM PARTICIPANT ENGAGEMENT

Are you seeking tangible changes in student behaviours and a way to keep your leadership programming alive and growing through the school year? The action planning component of all Me to We Leadership Training uniquely ensures that participants leave motivated to put their new skills and knowledge to use through measurable and achievable action plans.

Drawing on the issues explored and the skills developed during the training, participants are challenged to create and commit to a concrete plan of action for creating positive change in their community or the world. These plans can focus on personal goal-setting, group goal-setting or taking action on a local or global issue or program focus. Guided by our facilitators, youth are led through the creation and implementation of action plans, from planning and scheduling, to delegation, to awareness-raising and fundraising, to tracking and measuring impact.

“One action that I will take after this experience is using the things I’ve learned to continue to build on my toolbox and class activities.”

—Shaun Kruger, Educator



EXPOSURE TO FREE THE CHILDREN

OUR CHARITY PARTNER AND BEST FRIEND

By taking part in Me to We Leadership Training, young leaders have unique exposure to global issues education and social action opportunities through our charity partner, Free The Children.

Free The Children believes in a world where all young people are free to achieve their fullest potential as agents of change. As both a charity and educational partner, Free The Children empowers youth to remove barriers that prevent them from being active local and global citizens.

Founded in 1995 by then 12-year-old children’s rights activist Craig Kielburger, the organization’s domestic programs educate, engage and empower hundreds of thousands of youth in North America and the United Kingdom. Its international projects, led by the holistic and sustainable Adopt a Village model, have brought over 650 schools and school rooms to youth and provided clean water, health care and sanitation to one million people around the world, freeing children and their families from the cycle of poverty.



Photo courtesy of V. Tony Hauser

ABOUT ME TO WE

Better choices for a better world

An innovative social enterprise, Me to We provides people with better choices for a better world, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We’s net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission.

Visit www.metowe.com to learn more.





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